Instagram User Analytics Project

Description:- In this project, we mainly perform analyze user engagement and provide insight into the marketing team and investment team of Instagram. the analysis is done to identify the oldest user and the inactive ones, the contest is conducted on Instagram with their winners, the most commonly used hashtags, which is the best day to launch ads, user engagement, and fake and boat accounts.

Connection:-

1. Create a database:-I created a database named "ig_clone".

2. Analysis:-

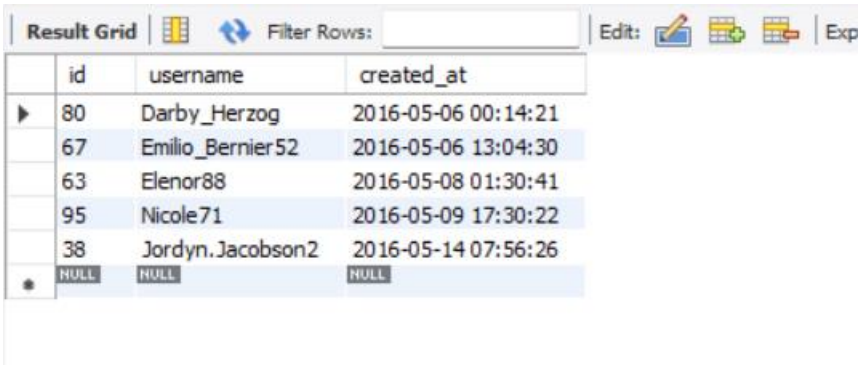
Initially, I performed an analysis for the marketing team, provided them with insights, and then for the investment team.

• Praise Greater Royal Customers:

APPROACH:-

```
select id, username, created_at from users
order by created_at ASC
```

LIMIT 5;



id	username	created_at
80	Darby_Herzog	2016-05-06 00:14:21
67	Emilio_Bernier52	2016-05-06 13:04:30
63	Elenor88	2016-05-08 01:30:41
95	Nicole71	2016-05-09 17:30:22
38	Jordyn.Jacobson2	2016-05-14 07:56:26
NULL	NULL	NULL

Insights:-

I was given the 5 oldest users from Instagram the usage of this request. This record enables to reward the most famous customers on Instagram.

- **Remind inactive customers to begin POST:**

APPROACH:-

select username from users

left join photos on users.id=photos.user_id

select username from users left join photos on users.id=photos.user_id

where photos.id is null;

username
Aniya_Hackett
Bartholome.Bernhard
Bethany20
Darby_Herzog
David.Osinski47
Duane60
Esmeralda.Mraz57
Esther.Zulauf61
Franco_Keebler64
Hulda.Macejkovic
Jaclyn81
Janelle.Nikolaus81
Jessyca_West
Julien_Schmidt
Kasandra_Homenick
Leslie67
Linnea59
Maxwell.Halvorson
Mckenna17
Mike.Auer39
Morgan.Kassulke
Nia_Haag
Ollie_Ledner37
Pearl7
Rocio33

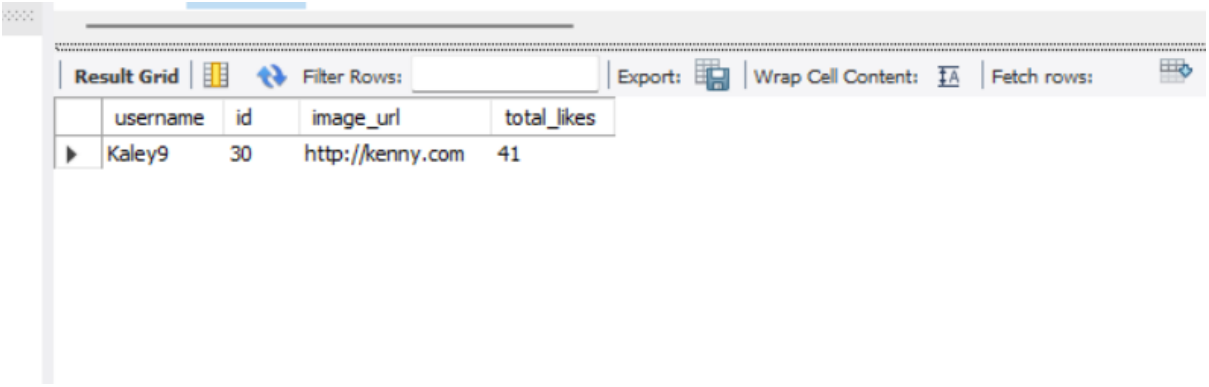
Insights:-

The outcomes above could be very useful for sending promotional emails to encourage users who have not posted any picture on Instagram to this point.

- **Announcing the winner of the contest:**

APPROACH:-

```
select users.username,
photos.id,photos.image_url,count(*) as total_likes
from likes
 join photos on photos.id=likes.photo_id
 join users on users.id=likes.photo_id
 group by photos.id
 order by total_likes desc
limit 1;
```



Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

username	id	image_url	total_likes
Kaley9	30	http://kenny.com	41

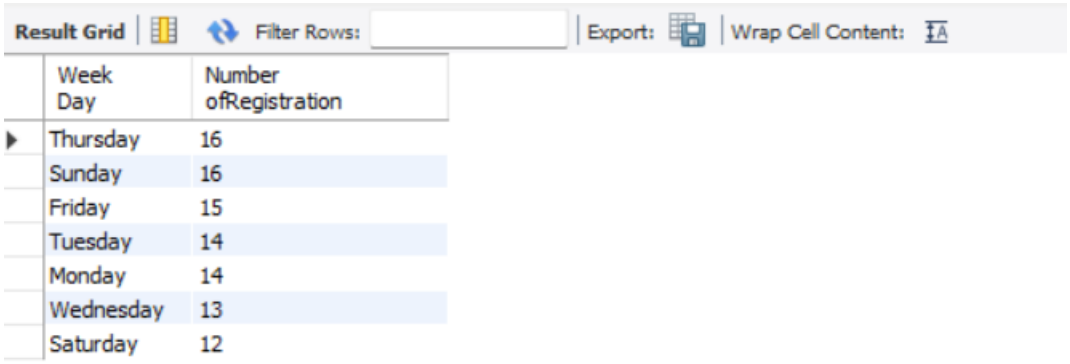
Insights:-

The query above guarantees that the consumer name, id, photo URL, and the results of all users who got the maximum likes in single photo.

- **Hashtag search:**

APPROACH:-

```
SELECT tag_name, COUNT(tag_name) AS total
FROM tags
    JOIN photo_tags ON tags.id = photo_tags.tag_id
    GROUP BY tags.id
    ORDER BY total DESC limit 5;
```



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Week Day	Number ofRegistration
Thursday	16
Sunday	16
Friday	15
Tuesday	14
Monday	14
Wednesday	13
Saturday	12

Insights:-

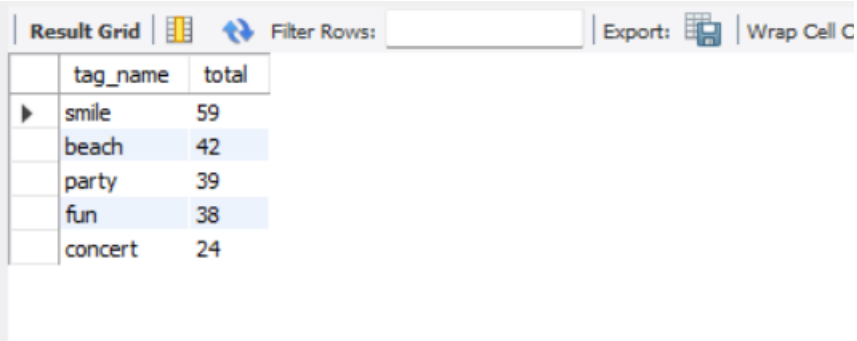
The requirements above provide the five maximum used hashtags on the platform wherein the associate brand can attain the majority on the platform.

• Begin an advertising and marketing campaign:

APPROACH:-

```
SELECT date_format(created_at,'%W') AS 'Week
Day', COUNT(*) AS 'Number of Registration '
FROM users
```

GROUP BY 1 ORDER BY 2 DESC;



Result Grid | Filter Rows: | Export: | Wrap Cell C

tag_name	total
smile	59
beach	42
party	39
fun	38
concert	24

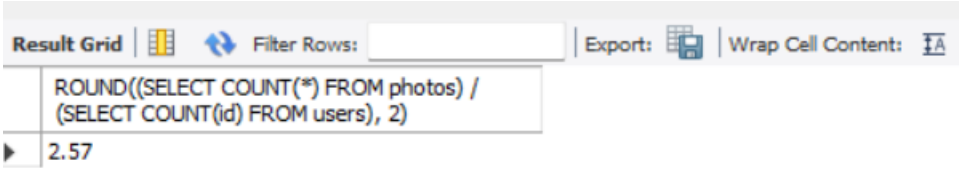
Insights:-

based on the facts supplied, we can lay out our advertising marketing campaign with the maximum number of registration days. This approach lets in you to goal days of excessive user interest and engagement. , we will optimize our advertising campaign for maximum attain and advanced outcomes

- **User interaction:**

APPROACH:-

SELECT ROUND((SELECT COUNT(*) FROM photos) / (SELECT COUNT(id) FROM users), 2);



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

ROUND((SELECT COUNT(*) FROM photos) / (SELECT COUNT(id) FROM users), 2)
2.57

Insights:-

The query above suggests how often the average person posts on Instagram. It additionally provides the whole quantity of pics/total variety of users on Instagram.

- **Bots and fake ac::-**

APPROACH:

```
SELECT users.id,username, COUNT(users.id) As total_likes_by_user

FROM users

JOIN likes ON users.id = likes.user_id

GROUP BY users.id

HAVING total_likes_by_user = (SELECT COUNT(*) FROM photos);
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

id	username	total_likes_by_user
5	Aniya_Hackett	257
14	Jaclyn81	257
21	Rocio33	257
24	Maxwell.Halvorson	257
36	Ollie_Ledner37	257
41	Mckenna17	257
54	Duane60	257
57	Julien_Schmidt	257
66	Mike.Auer39	257
71	Nia_Haag	257
75	Leslie67	257
76	Janelle.Nikolaus81	257
91	Bethany20	257

Insights:-

The request above states that the user is a bot or a fake user who likes each picture on the web page, which a regular consumer can not do.

Technical stack used:

For this task, I've used the following set of technologies ie MySQL server (v-eight. 0.33) which is the maximum famous relational database control machine to manage the database. A MySQL workbenchto execute sq. queries to analyze and extract insights from the database.

The result:

By following these tips, Instagram can increase user engagement, and improve the performance of the platform.Provide a positive user experience